Client: Amy Chelini Product:

Campaign: Nov 6 2012 Election

Station Order

Letizia 5460 Desert Point Drive Las Vegas, NV 89118 702-777-2121

Rev #.: 2

Estlmate No.: Contract No.: Job No.:

Buyer Name: Denise Bankert Sweeps: Share Jul 2012 -> HUT/PUT Nov 11

Actg. Order No.: 8050 WS Order No.: 16182 Contract No.:

Flight From: 10/17/2012 to 11/06/2012

Market: LAS VEGAS Station: KSNV

Station Contact: Larry Rosenberg

				Station Gross						DMA
	Davs/	DP/	Program Title/	Rate/	Oct	Oct	Oct	Nov	Total	P 55+
ltem#	•	Len	Commi Tag	Total	15	22	29	05	Spots	(R)
								· · · · · · · · · · · · · · · · · · ·		
1	WRF	EM	WAKE WAGNER	\$200.00	3				3	1.4
	04:30A-05:00A	30		\$600.00						\$142.86
2	MTWRF	EΜ	WAKE WAGNER	\$200.00		5	4		9	2.0
	04:30A-05:00A	30		\$1,800.00						\$100.00
	ent: 1X 10/29									
3	M	EM	WAKE WAGNER	\$200.00				1	1	2.4
	04:30A-05:00A	30		\$200.00	_					\$83.33
4	WRF	EM	WAKE WAGNER	\$450.00	3				3	3.2
_	05:00A-06:00A	30	MALALET MALA CONTER	\$1,350.00						\$140.63
5	MTWRF	EM	WAKE WAGNER	\$450.00		4	4		8	3.2
Camam	05:00A-06:00A ent: 1X 10/29	30		\$3,600.00						\$140.63
6	M	EM	WAKE WAGNER	\$450,00				2	2	2.0
U	05:00A-06:00A	30	WARE WAGNER	\$900.00	-	•	•		2	3.0 \$150.00
7	WRF	EM	WAKE WAGNER	\$700.00	3				3	3.3
'	06:00A-07:00A	30	WALL WAGINER	\$2,100.00	J			-	3	\$212.12
8	RF	ΕM	WAKE WAGNER	\$700.00			2		2	3.1
Ū	06:00A-07:00A	30	WARL WAGITER	\$1,400.00			_		2	\$225.81
9	M	ĔΜ	WAKE WAGNER	\$700.00				1	1	4.3
Ü	06:00A-07:00A	30	VIVILLE VIVIONEN	\$700.00						\$162.79
10	WRF	ĒΜ	WAKE WAGNER	\$900.00	2				2	5.2
• •	07:00A-09:00A	30	/	\$1.800.00	_				_	\$173.08
11	MTWRF	EM	TODAY SHOW	\$900.00		1	2		3	4.7
	07:00A-09:00A	30		\$2,700.00						\$191.49
Comm	nent: 3X 10/29									·
12	M	EM	TODAY SHOW	\$900.00				1	1	4.1
	07:00A-09:00A	30		\$900.00						\$219.51
	nent: 1X11/5									
13	WRF	DT	NOON NEWS	\$425.00	2				2	2.7
	12:00P-12:30P	30		\$850.00						\$157.41
14	MTWRF-	DT	NOON NEWS	\$425.00	•	3	3		6	3.0
	12:00P-12:30P	30		\$2,550.00						\$141.67
15	M	DT	NOON NEWS	\$425.00	•	•		1	1	3.2
40	12:00P-12:30P	30		\$425.00	_				_	\$132.81
16	WRF	EF	FIRST NEWS	\$725.00	2				2	3.3
47	04:00P-05:00P	30	HIDOT MEMO	\$1,450.00					-	\$219.70
17	MTWRF	EF 30	FIRST NEWS	\$725.00		2	3		5	3.5
18	04:00P-05:00P M	EF	FIRST NEWS	\$3,625.00 \$725.00				1	1	\$207.14
10	04:00P-05:00P	30	LIKOI MEMO	\$725.00 \$725.00				ı	1	3.2
19	04.00F-05.00F	PA	WHEEL/JEOP	\$525.00		1	1		. 2	\$226.56 4.1
18	06:30P-07:00P	30	WHEELJEUP	\$1,050.00		ı	'		2	\$128.05
20	S-	EM	SAT EARLY NEWS	\$350,00	1	1	1		3	ֆ i∠o.us 1.1
20	06:00A-07:00A	30	OAT LANET NEWO	\$1,050.00	'	1	'		3	\$318.18
21	WRF	EM	WAKE WAGNER	\$50.00			. 1		. 1	φ316.16 1.4
21	04:30A-05:00A	30	THE THIOTIES	\$50.00			'		ı	\$35.71
22	MTWRF	ĒΜ	TODAY SHOWII	\$425.00			1		1	3.4
									•	0.,

Station Order LAS VEGAS - TV

Station: KSNV

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ <u>Total</u>	Oct 15	Oct 22	Oct 29	Nov 05	Total Spots	DMA P 55+ (R)
	09:00A-10:00A	30		\$425.00						\$125,00
23	М	EM	TODAY SHOWII	\$425.00				1	1	4.3
	09:00A-10:00A	30		\$425.00						\$98.84
24	MTWRF	DT	DR, PHIL	\$450.00			2		2	2.0
	03:00P-04:00P	30		\$900.00						\$225.00
25	MTWRF	DT	RACHEL RAY	\$325.00	-		1		1	1.9
	11:00A-12:00P	30		\$325.00						\$171.05
26	M	DT	RACHEL RAY	\$325.00				1	1	2.9
	11:00A-12:00P	30		\$325.00						\$112.07
				\$32,225.00	16	17	25	9	67	

47.2 71.8 48.7 30.4

Monthly Totals

Month	_Spots_	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct Nov	33	95.9 102.2	\$15,800.00 \$1 6,425.00	\$164.75 \$160.71
	67	198.1	\$32,225.00	\$162.67

Comments

Station Remarks: 10/23- Revised Traffic Run new spot effective immediately 10/23. ElectAmyCheliniREV2. Spot has been sent to your station. 10/22.

Revised Traffic: 10/17 Run 10/18-11/5- DO NOT RUN SPOTS PAST 11/5. Elect Amy Chelini REV @ 100% Please switch out creative asap. Please sign and return traffic Spot will be sent to stations 10/17 by noon.

Traffic: 10/16 Run: 10/17-10/17 - DO NOT RUN SPOTS PAST 10/5. Elect Amy Chelini @ 100% Spot will be sent by 2pm 10/16.

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Bv:			

Advertiser: Amy Chelini Campaign: Nov 6 2012 Election

Station Order LAS VEGAS - TV Station: KSNV

Comments